RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 16, 1996

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Gene:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 45 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor 100	12300-22267	3	12300-15312	1
Light Kg	12300-22263	3	12300-15112	1

PO #111896

Product / Premium Arrival:	November 18, 1996
Ship Date to Retail:	Week of: November 25, 1996
SKU CUBE:	1.0400
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,310.53
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/kxvn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$98.00 (3.5 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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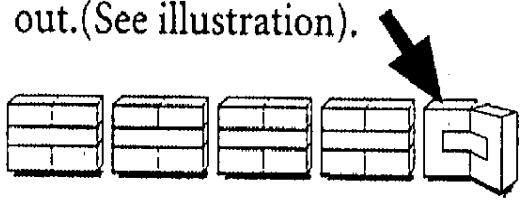
WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS –4TH QTR. '96

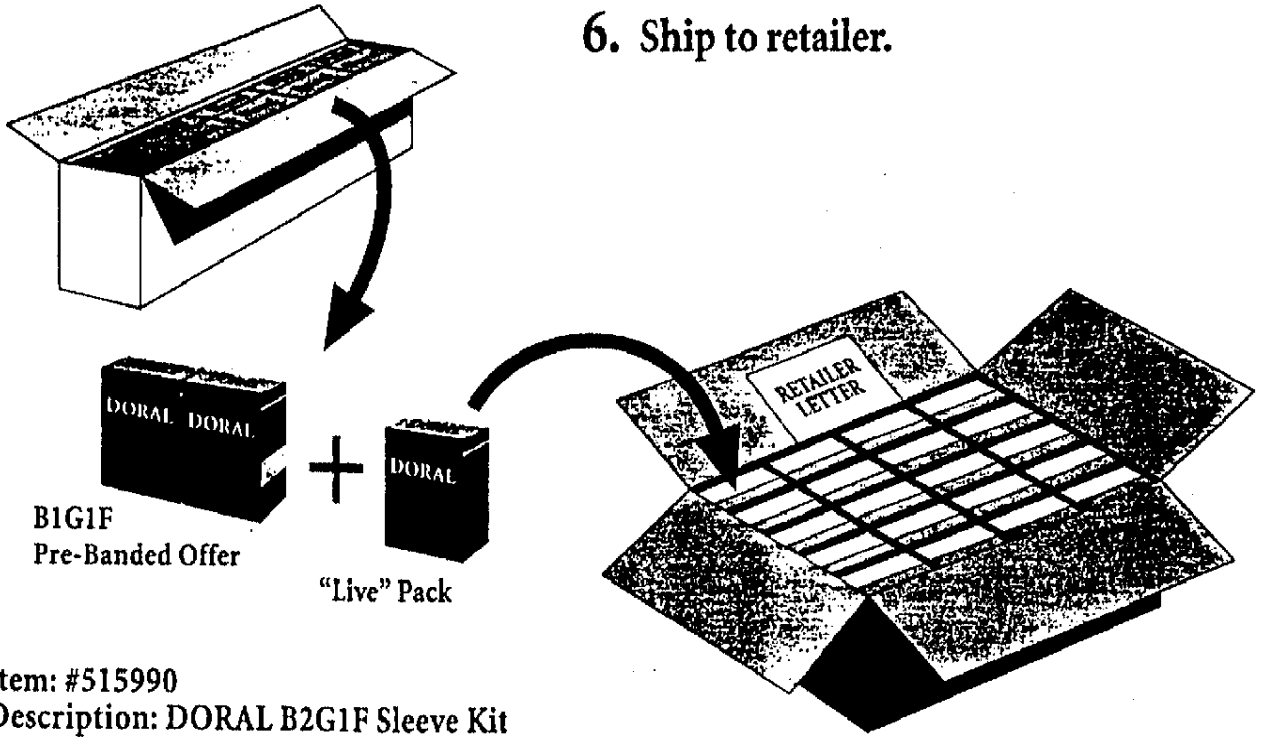
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style						
Number of Cartons						

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WHOLESALER: 447000 MUTUAL WHOLSALE SERV

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	21787	1622 03	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY		A 12	90
	171409	1622 03	BARTLE PHARMACY	PO BOX 634	OXFORD	NY		A 12	240
	269444	1622 03	HOLLENBECK'S SHUR-SV	17 N MAIN ST	NEWARK VALLEY	NY		C 24	150
	632693	1622 03	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY		A 12	100
	716109	1622 03	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY		A 12	125
	75495	1622 04	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY		A 12	105
	87206	1622 04	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	2890-00-00	A 12	190
	87208	1622 04	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY		A 24	650
	89394	1622 04	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY		A 24	195
	171091	1622 04	DEPOSIT BIG M	FRONT STREET	DEPOSIT	NY		A 24	310
	171221	1622 04	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY		A 12	112
	177623	1622 04	WALTON PHARMACY	137 DELAWARE ST	WALTON	NY		A 24	250
	207059	1622 04	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY		A 24	155
	251033	1622 04	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	0353-01-00	A 24	268
	251044	1622 04	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	0353-01-00	A 24	132
	269533	1622 04	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY		A 04	84
	269537	1622 04	LAWLERS GROCERY	1423 STATE ROUTE 96	OWEGO	NY		A 24	170
	298484	1622 04	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY		A 24	144
	316818	1622 04	TNL, INC.	DBA E-Z MART RR 2 BOX 136	CONKLIN	NY		A 24	120
	519629	1622 04	SUGARCREEK/F	735 UPPER COURT STREET	BINGHAMTON	NY	3665-00-00	A 24	110
	558925	1622 04	TIER HEADQUARTERS	3300 OLD VESTAL RD	VESTAL	NY	1878-00-00	A 04	
	617642	1622 04	MAINE BIG M	ROUTE 26	MAINE	NY		A 24	140
	634688	1622 04	COOKS PRODUCE	58 RIVERSIDE DRIVE	SIDNEY	NY		C 24	564
	688210	1622 04	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY		C 24	363
	693725	1622 04	GREAT BEND SUNOCO	RR 1 BOX 19	GREAT BEND	PA	5405-00-00	A 04	69
	700336	1622 04	EZ MART	285 HARRY L DR	JOHNSON CITY	NY		A 24	105
	727918	1622 04	DELAWARE RIVER FLY	HE 1 BOX 1061	STARLIGHT	PA		A 12	300
	762156	1622 04	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	2890-00-00	A 12	165
	762390	1622 04	NICKS NEWS	144 COURT ST	BINGHAMTON	NY		A 12	94
	763635	1622 04	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	2890-00-00	A 12	150
	517247	1623 07	ARKVILLE COUNTRY STR	ROUTE 28	ARKVILLE	NY		A 12	102
	658711	1623 07	SAYDE'S COUNTRY STOR	MAIN & LAKE STREET	FLEISCHMANNS	NY		A 12	100

Total Accounts 32

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 447000
VOUCHER NUMBER: 15335241
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 98.00

MUTUAL WHOLSALE SERV
184 ROBINSON STREET
BINGHAMTON , NY 13904

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.50	98.00

EXPLANATION: DEC DORAL B2G1F 601794 / JMC

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